



ORDER

Flight Dates **10/07/12-10/17/12**

Contract / Revision **314024 /** Product **Vernon Parker for Congress AZ-9**

Original Date / Revision **10/05/12 10/05/12** Agency Com **15%**

Advertiser **Parker / Republican / Congr**
Agency **Jamestown Associates**
Buying Contact
5 Mapleton Road
Suite 300
Princeton, NJ 08540

Billing Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540

Sales Office **EWSDC**

Sales Region **NAT**

Agency Ref

Order Sep **00:20:00**

Estimate #

Alt Order #

Billing Type **Cash**

Order Type **GENERAL**

Billing Cycle **EOM/EOC**

Billing Calendar **BROADCAST**

Demographic **A25-54**

Rev Codes **POL POL CAND**

Product Codes **PL**

Priority **P-1**

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 18% Market Value 145555

Competing Station	% of Order	Amount
CABLE	%	0
KASW	5%	7277
KDRX	%	0
KPHO	18%	26200
KPNX	18%	26200
KPPX	%	0
KSAZ	20%	29111
KTVK	21%	30566
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$22,270.00	\$26,200.00	0.00	10/01/12	10/17/12	36	\$22,270.00	\$26,200.00
Totals	36	\$22,270.00	\$26,200.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/07/12	10/07/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
				SU 5pm-530pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$500.00		0.00					
N 2	KNXV	10/07/12	10/07/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
				10pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$1,200.00		0.00					
N 3	KNXV	10/14/12	10/14/12		CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00



Hiatus Dates

Order Sep 00:20:00

Advertiser	Parker / Republican / Cong	Product	Vernon Parker for Congress	Estimate #
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													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Su 5pm News										
				SU 5pm-530pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$500.00		0.00			
N 4	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$1,200.00		0.00			
N 5	KNXV	10/08/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$350.00	P-2	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--		5			\$350.00		0.00			
N 6	KNXV	10/15/12	10/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTW----	:30	3	\$350.00	P-2	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		3			\$350.00		0.00			
N 7	KNXV	10/08/12	10/12/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	5	\$700.00	P-2	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--		5			\$700.00		0.00			
N 8	KNXV	10/15/12	10/17/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTW----	:30	3	\$700.00	P-2	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		3			\$700.00		0.00			
N 9	KNXV	10/08/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	5	\$900.00	P-2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--		5			\$900.00		0.00			
N 10	KNXV	10/15/12	10/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$900.00	P-2	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		3			\$900.00		0.00			
N 11	KNXV	10/08/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	5	\$900.00	P-2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--		5			\$900.00		0.00			
N 12	KNXV	10/15/12	10/17/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTW----	:30	3	\$900.00	P-2	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		3			\$900.00		0.00			
Totals													36	\$26,200.00